

Amendments To The Claims

This listing of claims replaces all prior versions and listings of claims in the application:

1. (Currently amended) A method of ranking offerings offered by at least one on-line vendor, comprising:

operating a ranking module affiliated with a first entity;

receiving a search parameter of a user;

identifying at least a first offering from an on-line vendor and a second offering from an on-line vendor that match the search parameter, wherein each offering has associated with it a revenue estimated to be generated for the first entity;

estimating a first selection likelihood that corresponds to the likelihood that the user will select the first offering and calculating an estimated first selection revenue that corresponds to the revenue received by the first entity when a user selects the first offering;

estimating a second selection likelihood that corresponds to the likelihood that the user will select the second offering and calculating an estimated second selection revenue that corresponds to the revenue received by the first entity when the user selects the second offering; and

comparing the estimated revenues associated with the offerings and ranking, with the ranking module, the first offering relative to the second offering so as to increase income received by the first entity.

2-4. (Canceled)

5. (Original) The method of claim 1, further comprising:

calculating an estimated first purchase commission that corresponds to the commission received by the first entity when a user purchases an item offered in the first offering; and

calculating an estimated second purchase commission that corresponds to the commission received by the first entity when a user purchases an item offered in the second offering.

6. (Original) The method of claim 5, wherein calculating an estimated first purchase commission further comprises estimating a first purchase likelihood that corresponds to the likelihood that the user will purchase the item offered in the first offering.

7. (Original) The method of claim 6, wherein calculating an estimated second purchase commission further comprises estimating a second purchase likelihood that corresponds to the likelihood that the user will purchase the item offered in the second offering.

8. (Currently amended) A method of ranking offerings offered by at least one on-line vendor, comprising:

operating a ranking website affiliated with a first entity;

receiving a term entered by a user;

identifying at least a first offering from an on-line vendor and another offering that match the term, wherein each offering has associated with it a revenue estimated to be generated for the first entity;

estimating, with the ranking website, a selection likelihood that corresponds to the likelihood that a user will select the first offering;

calculating, with the ranking website, an estimated selection revenue that corresponds to the revenue received by the first entity when the user selects the first offering; and

comparing the estimated revenues associated with the offerings and ranking, with the ranking website, the first offering relative to the other offering so as to increase income received by the first entity.

9. (Original) The method of claim 8, further comprising:

estimating, with the ranking website, a second selection likelihood that corresponds to the likelihood that the user will select a second offering from an on-line vendor; and

calculating, with the ranking website, an estimated second selection revenue that corresponds to the revenue received by the first entity when the user selects the second offering.

10. (Currently Amended) A method of operating a ranking website affiliated with a first entity to rank ranking-offerings offered by at least one on-line vendor, wherein each offering has associated with it a revenue estimated to be generated for the first entity, the method comprising:

~~operating a ranking website affiliated with a first entity;~~

estimating, with the ranking website, a purchase likelihood that corresponds to the likelihood that a user will purchase an item offered in a first offering from an on-line vendor;

calculating, with the ranking website, an estimated purchase commission that corresponds to the commission received by the first entity when the user purchases the item offered in the first offering; and

comparing the estimated revenues associated with the offerings and ranking, with the ranking website, the first offering relative to another offering so as to increase income received by the first entity.

11. (Original) The method of claim 10, further comprising:

estimating, with the ranking website, a second purchase likelihood that corresponds to the likelihood that the user will purchase an item offered in a second offering from an on-line vendor; and

calculating, with the ranking website, an estimated second purchase commission that corresponds to the commission received by the first entity when the user purchases the item offered in the second offering.

12. (Currently Amended) A method of operating a ranking website affiliated with a first entity to rank ~~ranking~~ hyperlinks to websites affiliated with at least one on-line vendor, wherein each hyperlink has associated with it a revenue estimated to be generated for the first entity, the method comprising:

~~operating a ranking website affiliated with a first entity;~~

estimating, with the ranking website, a click likelihood that corresponds to the likelihood that a user will click on a first hyperlink to a website affiliated with an on-line vendor;

calculating, with the ranking website, an estimated click revenue that corresponds to the revenue received by the first entity when the user clicks on the first hyperlink;

estimating, with the ranking website, a purchase likelihood that corresponds to the likelihood that the user will purchase an item offered on the website associated with the first hyperlink;

calculating, with the ranking website, an estimated purchase commission that corresponds to the commission received by the first entity when the user purchases the item offered on the website associated with the first hyperlink; and

comparing the estimated revenues associated with the hyperlinks and ranking, with the ranking website, the first hyperlink relative to another hyperlink so as to increase income received by the first entity.

13. (Original) The method of claim 12, further comprising:

estimating, with the ranking website, a second click likelihood that corresponds to the likelihood that the user will click on a second hyperlink to a website affiliated with an on-line vendor;

calculating, with the ranking website, an estimated second click revenue that corresponds to the revenue received by the first entity when the user clicks on the second hyperlink;

estimating, with the ranking website, a second purchase likelihood that corresponds to the likelihood that the user will purchase an item offered on the website associated with the second hyperlink; and

calculating, with the ranking website, an estimated second purchase commission that corresponds to the commission received by the first entity when the user purchases the item offered on the website associated with the second hyperlink.

14. (Currently Amended) A method of operating a website having a ranking module affiliated with a first entity that ranks referrals to at least one on-line vendor, wherein each referral has associated with it a revenue estimated to be generated for the first entity, the method comprising:

~~operating a ranking module affiliated with a first entity;~~

estimating a first click likelihood that corresponds to the likelihood that a user will click on a first referral to an on-line vendor;

calculating an estimated first click revenue that corresponds to the revenue received by the first entity when the user clicks on the first referral;

estimating a first purchase likelihood that corresponds to the likelihood that the user will purchase an item mentioned in the first referral;

calculating an estimated first purchase commission that corresponds to the commission received by the first entity when the user purchases the item mentioned in the first referral;

estimating a second click likelihood that corresponds to the likelihood that the user will click on a second referral to an on-line vendor;

calculating an estimated second click revenue that corresponds to the revenue received by the first entity when the user clicks on the second referral;

estimating a second purchase likelihood that corresponds to the likelihood that the user will purchase an item mentioned in the second referral;

calculating an estimated second purchase commission that corresponds to the commission received by the first entity when the user purchases the item mentioned in the second referral;

comparing the estimated revenues associated with the referrals and
ranking with the ranking module the first referral relative to the second referral so as to
increase income received by the first entity; and
displaying the first referral and the second referral on a website.

15. (Currently amended) A system that ranks offerings offered by at least one
on-line vendor, comprising:

a first offering from an on-line vendor that matches a search parameter;

a second offering from an on-line vendor that matches the search
parameter; and

a ranking module stored in a computer readable storage medium, wherein
the ranking module is affiliated with a first entity, and wherein the ranking module
estimates a first selection likelihood that corresponds to the likelihood that the user will
select the first offering and calculates an estimated first selection revenue that
corresponds to the revenue received by the first entity when a user selects the first
offering; estimates a second selection likelihood that corresponds to the likelihood that
the user will select the second offering and calculates an estimated second selection
revenue that corresponds to the revenue received by the first entity when a user selects
the second offering; and compares the expected revenues associated with the offerings
and ranks the first offering relative to the second offering so as to increase income
received by the first entity.

16-17. (Canceled)

18. (Original) The system of claim 15, wherein:

the ranking module calculates an estimated first purchase commission
that corresponds to the commission received by the first entity when a user purchases
an item offered in the first offering; and

the ranking module calculates an estimated second purchase commission
that corresponds to the commission received by the first entity when a user purchases
an item offered in the second offering.

19. (Original) The system of claim 18, wherein:

the ranking module estimates a first purchase likelihood that corresponds to the likelihood that the user will purchase the item offered in the first offering; and

the ranking module estimates a second purchase likelihood that corresponds to the likelihood that the user will purchase the item offered in the second offering.

20. (Currently amended) A system affiliated with a first entity that ranks offerings offered by at least one on-line vendor, wherein each offering has associated with it a revenue estimated to be generated for the first entity, comprising:

a first offering from an on-line vendor that matches a search parameter;

a second offering from an on-line vendor that matches the search parameter; and

a ranking module stored in a computer readable storage medium, wherein ~~the ranking module is affiliated with a first entity, and wherein the ranking module:~~

estimates a first selection likelihood that corresponds to the likelihood that a user will select the first offering,

calculates an estimated first selection revenue that corresponds to the revenue received by the first entity when the user selects the first offering,

estimates a second selection likelihood that corresponds to the likelihood that the user will select the second offering,

calculates an estimated second selection revenue that corresponds to the revenue received by the first entity when the user selects the second offering, and

compares the estimated revenues associated with the offerings and ranks the first offering relative to the second offering so as to increase income received by the first entity.

21. (Currently amended) A system affiliated with a first entity that ranks offerings offered by at least one on-line vendor, wherein each offering has associated with it a revenue estimated to be generated for the first entity, comprising:

a first offering from an on-line vendor;
a second offering from an on-line vendor; and
a ranking module stored in a computer readable storage medium, wherein
~~the ranking module is affiliated with a first entity, and wherein the ranking module:~~
estimates a first purchase likelihood that corresponds to the likelihood that
a user will purchase an item offered in the first offering,
calculates an estimated first purchase commission that corresponds to the
commission received by the first entity when the user purchases the item offered in the
first offering,
estimates a second purchase likelihood that corresponds to the likelihood
that the user will purchase an item offered in the second offering,
calculates an estimated second purchase commission that corresponds to
the commission received by the first entity when the user purchases the item offered in
the second offering, and
compares the estimated revenues associated with the offerings and ranks
the first offering relative to the second offering so as to increase income received by the
first entity.

22. (Currently amended) A system affiliated with a first entity that ranks
offerings offered by at least one on-line vendor, wherein each offering has associated
with it a revenue estimated to be generated for the first entity, comprising:

a first offering from an on-line vendor;
a second offering from an on-line vendor; and
a ranking module stored in a computer readable storage medium, wherein
~~the ranking module is affiliated with a first entity, and wherein the ranking module:~~
estimates a first selection likelihood that corresponds to the likelihood that
a user will select the first offering,
calculates an estimated first selection revenue that corresponds to the
revenue received by the first entity when the user selects the first offering,

estimates a first purchase likelihood that corresponds to the likelihood that the user will purchase an item offered in the first offering,

calculates an estimated first purchase commission that corresponds to the commission received by the first entity when the user purchases the item offered in the first offering,

estimates a second selection likelihood that corresponds to the likelihood that the user will select the second offering,

calculates an estimated second selection revenue that corresponds to the revenue received by the first entity when the user selects the second offering,

estimates a second purchase likelihood that corresponds to the likelihood that the user will purchase an item offered in the second offering,

calculates an estimated second purchase commission that corresponds to the commission received by the first entity when the user purchases the item offered in the second offering, and

compares the estimated revenues associated with the offerings and ranks the first offering relative to the second offering so as to increase income received by the first entity.